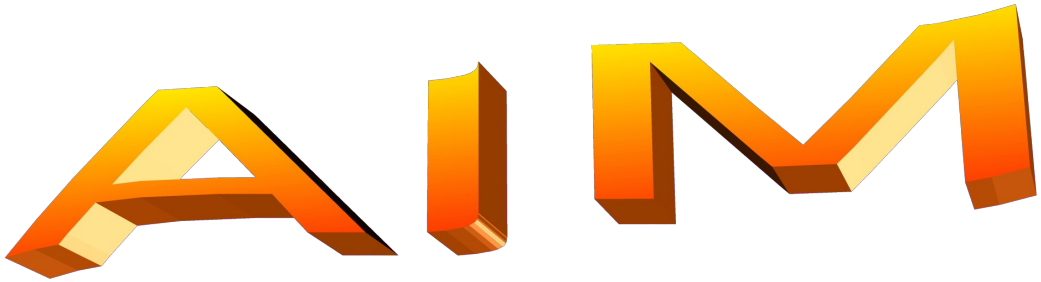
CULTURAL AWARNESS

LT COL MOHAMMED S. AL RAWAJBEH



To provide sufficient general cultural awareness amongst the participants to enable positive interaction with other cultures and avoid possible conflicts due to misunderstanding

DEFINITION OF CULTURE

"Customs, arts, social institutions of a particular group of people"

"A collective programming of the mind, which distinguishes the members of one group or category of people from another"

DEFINITION OF CULTURE

IS CULTURE CHANGEABLE?

CAN CULTURE BE TAUGHT?

"Culture is about beliefs, values and behaviors which helps in expressing, interpreting and affects responses to experiences"

"What makes communication possible"

Understanding Cultural Differences

SOCIETY

- Social Structure.
- Religious Structure.
- Tribal Structure.
- Ethnical Structure.
- Regional Structure.
- Transitional Structure.

FOOD HABIT

- **What do they eat?**
- **How do they eat?**
- **When do they eat?**

It is very offensive to present others with meals which are against their religion

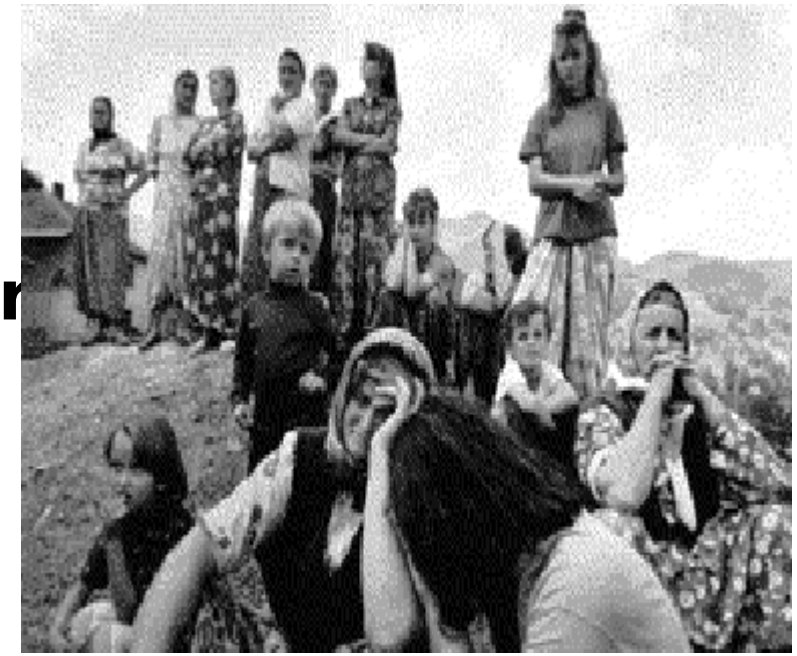
A general neutral dish for everybody is fish

RELIGION

Pay respect to their religious holidays , Places and ceremonies

Family and Gender

- **Elderly status .**
- **Female status.**
- **Family cohesion / size.**
- **Transitional Gender Roles.**
- **Honor and shame.**

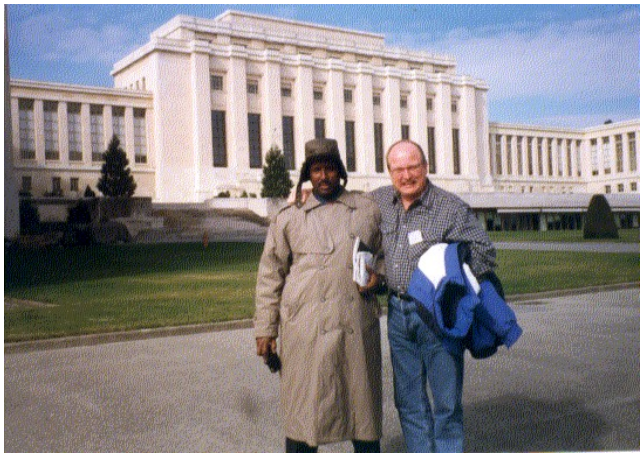


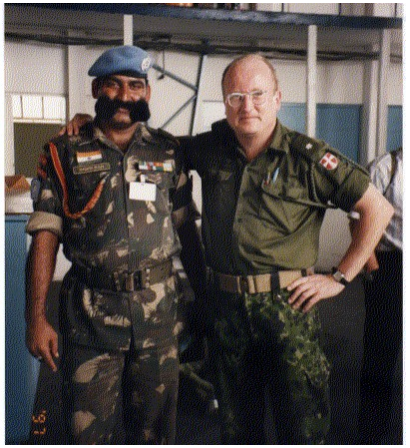
Language

- **Switzerland: «Because of the impropriety of entertaining guests of the opposite sex in the bedroom, it is suggested that the lobby be used for this purpose».**
- **Greece: «We will execute customers in strict rotation».**
- **France: «Please leave your values at the desk».**
- **A Bangkok dry cleaner: Drop your trousers here for best results.**
- **Copenhagen airline ticket office: We take your bags**

But a modest and kind smile will never be misunderstood

Miscellaneous



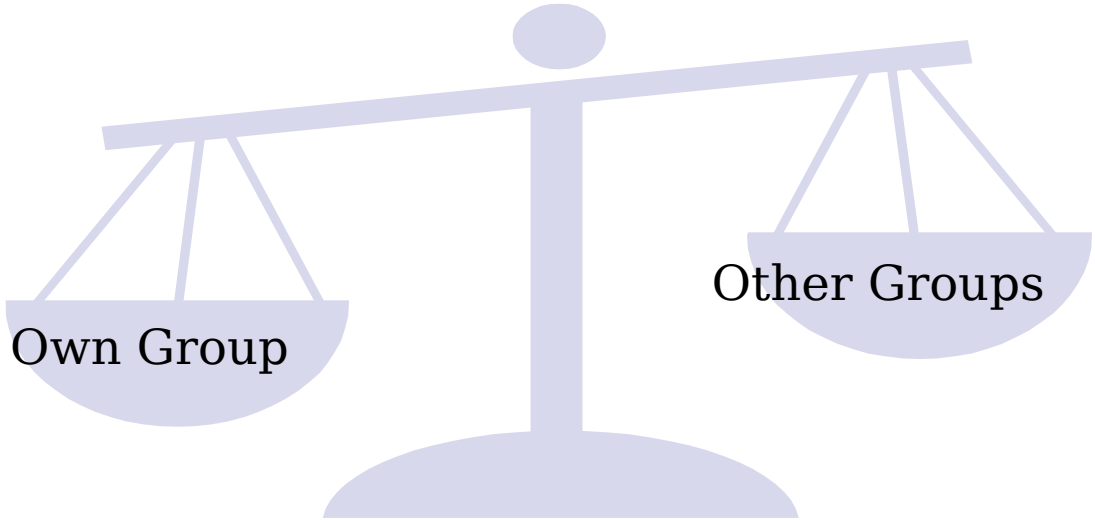


TIME

- **Soldiers and policemen are punctual**
- **But in the host country people may not be slaves of the clock**

In one mission the answer from the local militia chief was:" You have the clock, we have the time”

ETHNOCENTRISM



Do not be highly ethnocentric

THE STRANGER

FACTORS THAT LEAD TO MISINTERPRETATION

- UNCERTAINTY.
  - Stranger's attitudes (feelings, beliefs, values).
  - Explanations of stranger's behaviour.
- ANXIETY.
  - Negative consequences for our self concept.
  - Negative behavioural consequences.
  - Negative evaluation of stranger.
  - Negative evaluation by member of our in-group.
- ATTRIBUTION.

BEHAVING PERSON	**OBSERVING PERSON**
Focus on situation	Focus on behaviour

STAGES OF AWARENESS AND COMPETENCE

Howell 1982

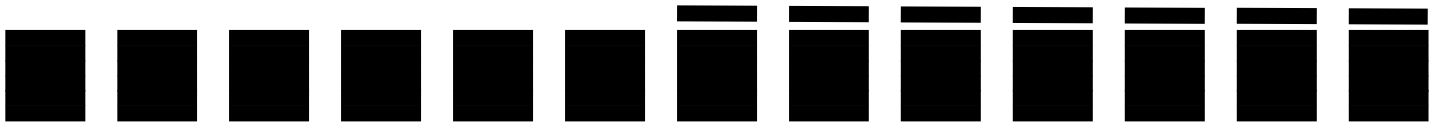
Stage 1: UNCONSCIOUS INCOMPETENCE

Stage 2: CONSCIOUS INCOMPETENCE

Stage 3: CONSCIOUS COMPETENCE

Stage 4: UNCONSCIOUS COMPETENCE

CATEGORIZATION AND PARTICULARIZATION



CATEGORIZATION PARTICULARIZATION

BE MINDFUL

OVERCOMING CULTURAL DIFFERENCES

INTERPERSONNAL COMMUNICATION

Kind, type or quality of contact that happens when two or more humans are willing and able to meet as persons by making available some of their uniqueness, un-measurable aspects, choices, reflectiveness, and addressability, and at the same time being aware of and responsive to some of others' personness

OVERCOMING CULTURAL DIFFERENCES

BRIDGES NOT WALLS

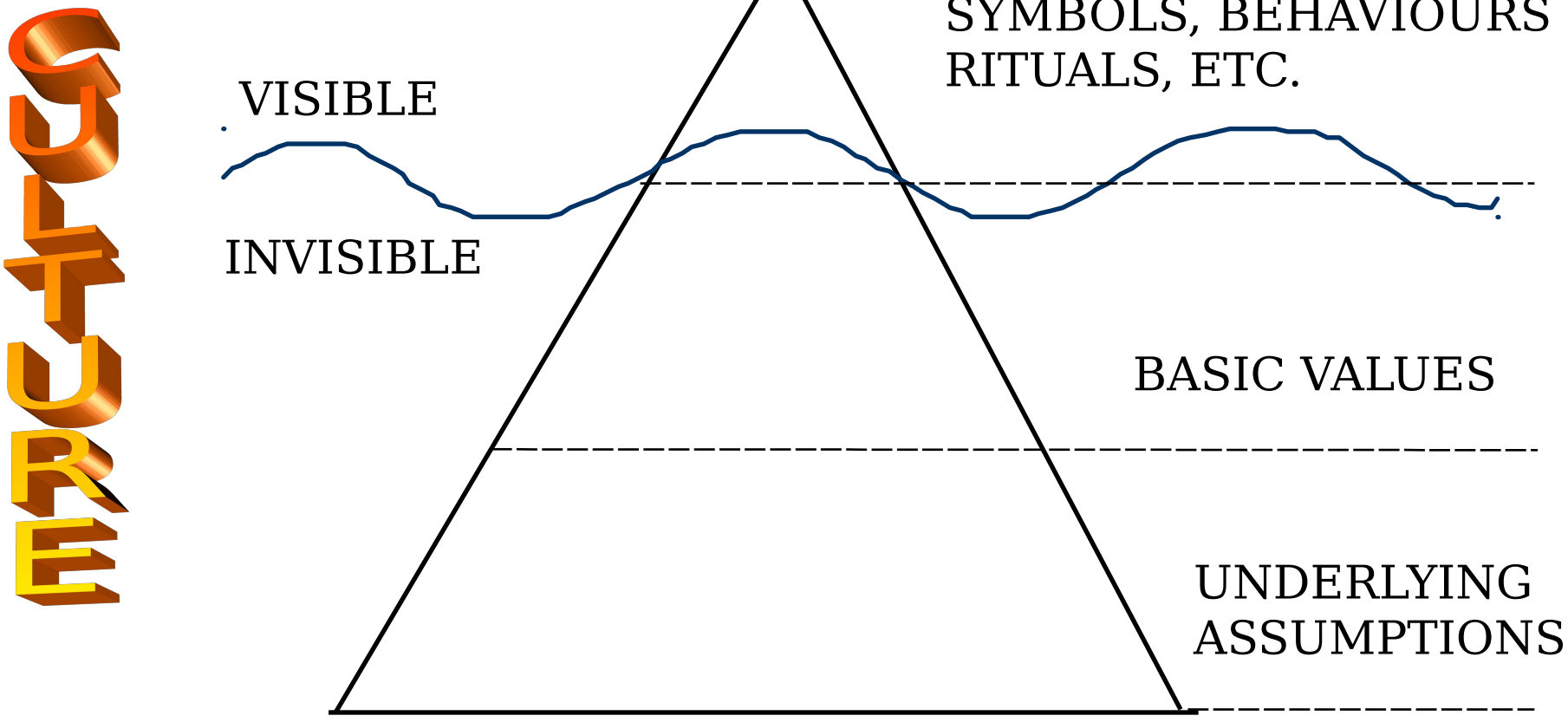
MY CULTURE Vs HIS CULTUR

IS NOT BETTER THAN HIS
IS NOT RIGHT OR WRONG

IS NOT BETTER THAN
IS NOT RIGHT OR WRO

BUT
THEY ARE DIFFERENT

THE LAYERS OF CULTURE



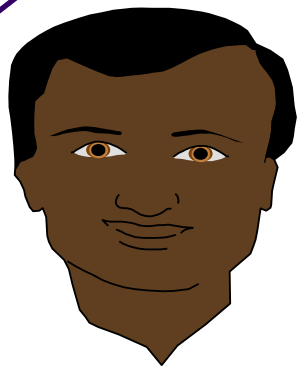
CULTURAL COMPLEXITY

HOST CULTURE

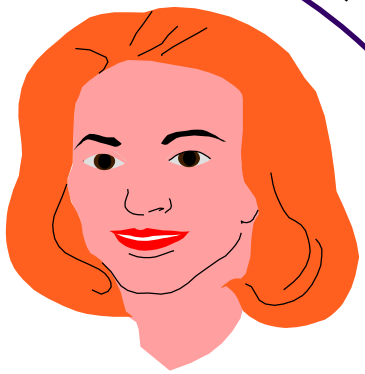
ENVIROMENT

OTHER ORGANIZATIONAL CULTURES

TRANSISIONAL CULTURE



COMMUNICATION



CULTURE A

CULTURE B

ORGANIZATIONAL CULTURE

STRATEGIES TO REDUCE UNCERTAINTY

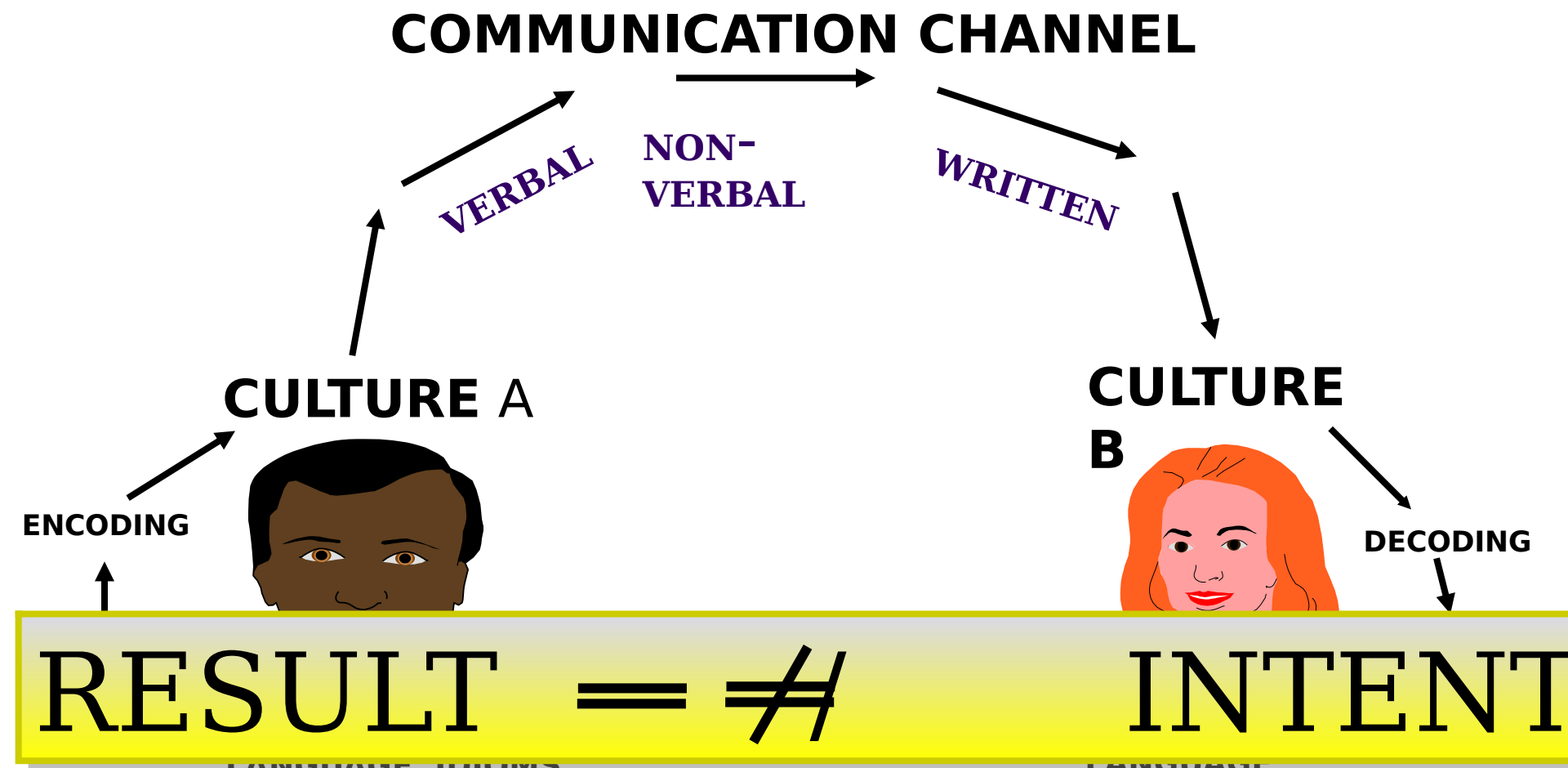
- **Passive Strategy.**
- **Active Strategy.**
- **Interactive Strategy.** **(Self disclosure)**

If Reciprocity Fails

Reciprocity Norm

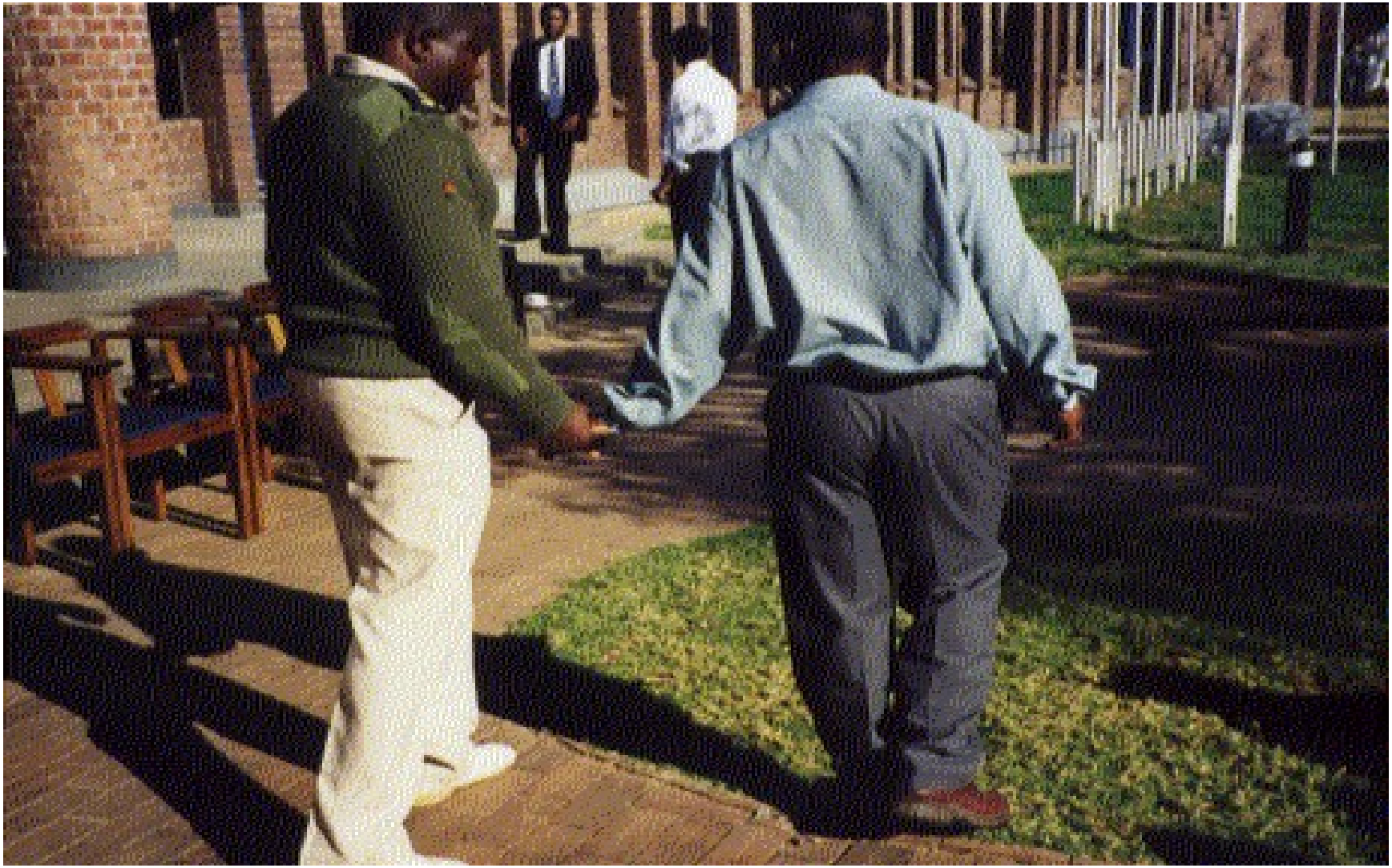
- **Change topic.**
- **Change time.**

COMMUNICATION PROCESS



RESULT ≠ INTENT

HAVE AN OBSERVATION ?



How to approach an unfamiliar culture?

.5 You can draw the right conclusion!

1. Suspend your judgement!

You make an observation

2. Are there any other explanations?

3. Look for the values that lies behind what is seen!

4. There is another explanation!

BUILDING CULTURAL AWARENESS

1. understand my culture,
   how my personal cultural experiences have shaped my communication styles
   why I do things the way I do.

2. Understand other culture

3. View cultural differences not as weakness, but strengths

HINTS

The more inter-group contact we have experienced, the less ethnocentric we are

positive our stereotypes are, the less the inter-group anxiety we experience

e deeper we dig inside, the more effective our communication becomes

CASE STUDY

- You are a passenger in your friend's car
- He/she is driving 15 km/hrs above the speed limit and has a accident
- A small boy - a pedestrian in injured
- Before the police arrive on

What do you tell the police ?????

to tell the police that he/she was not speeding

ANY QUESTION